

Fall 2013 Outreach Working Group Strategic Survey



The following are activities the Outreach WG has explored to one degree or another. Please help the group prioritize its work by applying a value between 1-5 to each item, with “1” being “high priority” and “5” “lower priority.” Select N/A if you think the WG should NOT be working on a particular activity.

	1 - highest priority	2	3	4	5 - lowest priority	N/A	Rating Average	Rating Count
Develop a National Digital Stewardship Advertising/Communication Campaign (ie; Ad Council)	20.5% (9)	25.0% (11)	31.8% (14)	6.8% (3)	11.4% (5)	4.5% (2)	2.62	44
Develop a “news bureau” to disseminate and promote the work of NDSA products and select individual NDSA Organizations	16.3% (7)	34.9% (15)	25.6% (11)	9.3% (4)	14.0% (6)	0.0% (0)	2.70	43
Expand NDSA social media outreach (Twitter, Facebook, Pinterest, etc.)	16.3% (7)	20.9% (9)	34.9% (15)	14.0% (6)	11.6% (5)	2.3% (1)	2.83	43
Support and staff a Digital Stewardship “Stack Exchange”-type question answering site	29.3% (12)	31.7% (13)	14.6% (6)	9.8% (4)	9.8% (4)	4.9% (2)	2.36	41
Develop, support and staff a “Digital Stewardship Now” content aggregator	21.4% (9)	23.8% (10)	31.0% (13)	9.5% (4)	11.9% (5)	2.4% (1)	2.66	42
Coordinate, host and give public presentations on NDSA issues at conferences and webinars	38.6% (17)	36.4% (16)	20.5% (9)	4.5% (2)	0.0% (0)	0.0% (0)	1.91	44
Coordinate “strategic partnerships” with other library/archive museum organizations	43.2% (19)	25.0% (11)	18.2% (8)	6.8% (3)	6.8% (3)	0.0% (0)	2.09	44
Coordinate and staff NDSA Regional Meetings	34.1% (15)	45.5% (20)	13.6% (6)	4.5% (2)	2.3% (1)	0.0% (0)	1.95	44
Maintain, expand and promote the Digital Preservation In a Box Tool	25.6% (11)	30.2% (13)	25.6% (11)	11.6% (5)	7.0% (3)	0.0% (0)	2.44	43

Work to engage the “tech community” on Digital Stewardship issues	37.2% (16)	30.2% (13)	20.9% (9)	7.0% (3)	4.7% (2)	0.0% (0)	2.12	43
Promote the National Agenda for Digital Stewardship	36.4% (16)	34.1% (15)	18.2% (8)	11.4% (5)	0.0% (0)	0.0% (0)	2.05	44
Maintain the NDSA Curated page on Kickstarter	9.3% (4)	18.6% (8)	27.9% (12)	25.6% (11)	16.3% (7)	2.3% (1)	3.21	43
Expand the NDSA Outreach Toolkit (slides, brochures, etc.)	25.6% (11)	30.2% (13)	23.3% (10)	14.0% (6)	7.0% (3)	0.0% (0)	2.47	43
Work to capture user stories of digital loss	33.3% (15)	13.3% (6)	26.7% (12)	15.6% (7)	11.1% (5)	0.0% (0)	2.58	45
Other Comments								6
answered question								46
skipped question								0